



### Amendments to the Specification

Please delete the title of the application on page 1, line 1 and add the following new title:

“Systems And Methods For Protecting Confidential Information Through Geodemographic Information Aggregation”

Please amend the paragraph beginning on page 4, line 8, as follows:

Figure 1a - a high level schematic diagram of an illustrative embodiment of the present invention;

Figure 1b - sample layout for school census input data file including student and preschool records with associated child and parent/guardian descriptors;

Figure 1c - sample layout for property tax data file including ownership, sales and dwelling data by parcel;

Figure 1d - sample layout for a drivers license database containing driver attributes, home address and issuing dates;

Figure 1e - sample layout for a vehicle registration data file including vehicle and owner attribute data along with resident address;

Figure 1f - sample layout for water utility billing database identifying current and previous occupants, as well as service connect/disconnect dates;

Figure 2 - flowchart showing an illustrative method for assembling the geodemographic cluster area datasets (See #30 of Figure 1a);

~~Figures 3a-3h~~ Figures 3a-3j- sample layout of a household-level demographic data file produced for each household;

Figure 4 - GIS map of a predefined geographic region having selected demographic data overlaid thereon.

Please amend the paragraph beginning on page 5, line 21, as follows:

Source database 20 is a motor vehicle registration database that identifies the owner's name, street address, registration or renewal date, type of vehicle, etc., for each registered vehicle in the predefined geographic region. Figure ~~[[1f]]~~ 1e is a chart showing illustrative input fields for a motor vehicle registration database 20 having a number of input fields for each motor vehicle.

Please amend the paragraph beginning on page 5, line 26, as follows:

Source database 22 is a water utility billing database that identifies street addresses, current and former occupant names, service connect and disconnect dates, etc., within the predefined geographic region. Figure ~~[[1e]]~~ 1f is a chart showing illustrative input fields for a utility database 22 having a number of input fields for each street address or parcel of land.

Please amend the paragraph beginning on page 11, line 22, as follows:

Next, and as shown at 66, household profiles may be created. Individual records in the resident-specific dataset may be collapsed into one profile record for each household. Then, a number of summary demographic parameters may be generated for each household or street address, as shown at 68. For example, the number of people, including children, in each household may be derived from the household profile records. Alternatively, or in addition, the summary demographic parameters may be created directly from the resident-specific dataset. Figures ~~3A-3H~~ 3A-3J show a sample layout of a household profile record. Again, if the information in the household profile datasets is incomplete, the summary demographic variables shown in Figures ~~3A-3H~~ 3A-3J can be modeled or otherwise estimated in a manner similar to that described above.

Please amend the paragraph beginning on page 13, line 11, as follows:

Some of the demographic parameters generated by the present invention may represent a certain percentage of a whole. For example, a set of parameters of a geo-

demographic cluster area dataset or a summary thereof may correspond to a percentage of the households ~~with-in~~ within the geo-demographic cluster area that have a head of household within a certain age range. For example, a first parameter may specify the percentage of head of households that are under 25 years of age. Another related parameter may specify the percentage of head of households that are between 25 and 34 years of age, as so on. A last parameter may specify the percentage of head of households that are greater than 75 years of age, thus accounting for all possible ages. These parameters are generally shown at 110 of Figure 4.

One page 14, line 9, immediately after the last paragraph, please add the word:

Appendix